

New

# END TERM EXAMINATION

FIRST SEMESTER [BA (JMC)] NOVEMBER-DECEMBER 2018

Paper Code: BA(JMC)-109

Subject: Writing Skills

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no. 1 which is Compulsory.

- Q1 Write short notes on **any three** of the following: - (5x3=15)
- (a) Ethics in Media Writing
  - (b) Writing Mechanism
  - (c) Maintaining Digital Databases
  - (d) Blogs
  - (e) APA style of writing
  - (f) Column Writing
  - (g) Narrative
  - (h) Audience Analysis
- Q2 Is writing an art or craft? Describe the fundamentals of media writing. (15)
- Q3 What is ABCD of Media Writing? How can clarity be ensured? (15)
- Q4 Describe the steps involved in the writing process for News for Print Media (15)
- Q5 Describe the steps involved in writing for Non News media for electronic media. (15)
- Q6 Describe the steps involved in writing for Non News media for electronic media. (15)
- Q7 Describe the guidelines that should be kept in mind while doing accurate translation. What is the scope of Translation in Indian Media? (15)

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